

## CLAIMS

1. A label of laminate construction, having  
at the least, an outer layer,  
and an under layer,  
5 wherein the outer layer is a material susceptible to losing opaqueness when  
wet and the under layer is made from a material that remains opaque when  
wet.
2. A label as in claim 1 wherein the outer layer is adhered to the under  
layer, the under layer being a film of plastics material.
- 10 3. A label as in either one of claims 1 or 2, wherein the under layer is a  
plastics material which is white.
4. A label as in any one of claims 1-3, wherein the outer layer is secured  
to the outer layer by a permanent adhesive.
- 15 5. A label as claimed in any one of the preceding claims wherein the  
under layer is adapted to be a stable laminate base.
6. A label as in claim 5 wherein the inner layer provides an innermost  
surface adapted to facilitate adhesion to an outer surface of a container.
- 20 7. In combination a label as in any one of the preceding claims and a  
container further characterized in that the label is attached to the outer surface  
of the container by self-adhesive.
8. In combination a label as in any one of the preceding claims 1 - 6 and  
a container further characterized in that the label is attached to the outer surface  
of the container by a glue which is applied to the label when wet and allowed  
to dry when in situ on the container.
- 25 9. The combination as in either one of preceding claims 7 or 8 wherein  
the container is a glass bottle.
10. A label in accordance with any of the preceding claims 1- 6,

characterized in that the plastics material is selected from the group of biaxial polyethylene, non-orientated polypropylene or PET.

11. A label in accordance with any one of the preceding claims 1-6 wherein the under layer is a biaxial polypropylene plastic.
- 5 12. A label as in the immediately preceding claim where the biaxial polypropylene plastic has opaqueness greater than 0.54 as measured by a Tobias densitometer.
13. A label as in claim 12, wherein the under layer is a five layer extruded film.
- 10 14. A label as in claim 13, wherein the under layer has a cavitated inner core.
15. A label as claim 3, wherein the outer layer is joined to the under layer by being applied directly onto a sheet of extruded plastics material.
- 15 16. A label for a bottle where the label is a laminate where an outermost layer upon which there is printed indicia is a material susceptible to losing opaqueness when made wet, and where there is a lower or more inner layer of the laminate which is an inner layer behind this first layer which is a material that is opaque, and such that it will maintain substantial opaqueness when wet.
- 20 17. A label as in claim 16 further characterized in that the lower or inner layer is in fact an innermost layer.
18. A label as in either claims 16 or 17 in which the lower or inner layer is a plastics material.
- 25 19. A label as in any one of claims 16,17 or 18 further characterized in that the laminate has each layer of the laminate joined to adjacent layers by water insoluble means or materials.
20. A label as in claim 19 further characterized in that the water insoluble means are a fusion of plastics material with a respective adjacent layer.

21. A container having a label secured to an outermost surface thereof where the label is as characterized in any one of claims 16 - 20, where an or the inner most layer of the laminate is adhered directly onto an outer surface of the container with substantially water insoluble means or material, and where the outer most layer is positioned to be outermost with respect to the container so as to display the printed indicia thereon.